



OPTIONAL DISCUSSION

CHAPTER 8

On campus, most students consider commercialization to be the most fun, and the most difficult, of the core Innovation Engineering courses. In large part I think because it is the one place where you need to use your whole brain. You need to be able to both dream and do the details.

- From an emotional, right-brain perspective, what did you learn from this chapter?
- From a rational, logical, left-brain perspective, what did you learn from this chapter?
- Reflect on ideas you've developed that succeeded - what made them work?
- Reflect on ideas you've developed that failed - what caused them to fail?
- When did you use math to your advantage? When did you avoid the math?
- What methods in this chapter would make the biggest difference for your projects?
- Do you have clear roles during development?
- Do your innovations grow or decline in value during development?

NOTES